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## **New Bicommunal Road Safety Program Saves Lives**



Finally Cypriot youth island-wide are paying attention to a road safety course that could save their lives and others. A USAID-funded bicommunal

initiative aimed at combating road fatalities recently teamed up with the Danish Embassy to pilot test for the first time in Cyprus "Respect for Speed," a groundbreaking new road safety program that combines "in the field" practice with discussions, real life stories and videos. The program, which has a 100% success rate (none of the 10,000+ drivers who have been through the program has been involved in a fatal car accident), targets young drivers, age 18-25. While the course involves a driving drill, video clips featuring severe accidents, and educational modules, perhaps the most memorable portion of the course for these young people is hearing first-hand the traumatic experience of a young public information officer who will spend the rest of his life in a wheel chair as a result of a traffic accident. Participants also hear from drivers their own age who have caused others to lose their lives after driving too fast and/or under the influence of drugs or alcohol. Developers of the program believe it is these personal touches that bring this course to life and by doing so, help save lives.



*The pilot testing of "Respect for Speed" was heavily covered by media in both communities*

## **TC Business Associations Grow Stronger**

In its continuing efforts to strengthen Cypriot business associations so that they can better respond to members' needs, USAID organized an interactive training session on business development services for a group of business association representatives, including from the Turkish Cypriot Chamber of Commerce, the Turkish Cypriot Chamber of Industry, and the Cyprus Turkish Chamber of Shopkeepers and Artisans. The training focused on how to craft effective business plans, create marketing strategies and institute financial modeling as part of the business planning process. Certificates were presented to the participants at the end of the training. One of the participants said, "This training could not have come at a better time. We are working with clients right now and these skills are invaluable." Most immediately, these advisors will be using their new skills to assist the Turkish Cypriot firms who want to apply for grant aid through the new small and medium-sized enterprise grant program supported by the European Union.



*The mission of USAID/Cyprus is to encourage cooperation between Greek Cypriot and Turkish Cypriot individuals and organizations to reduce tensions and promote a climate that will foster reconciliation and a durable peace settlement.*

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### *Economic Development and Growth for Enterprises*

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Thanks to the technical expertise of EDGE, the TC Chamber of Commerce—which is celebrating its 50th anniversary this year—now has a newly designed web site and improved corporate identity, both of which reflect the results of member surveys and feedback and will make the Chamber more effective. Investment in alternative crops is paying off with the caper seedlings planted in the spring showing progress. EDGE has also launched a pilot activity in cactus fruit and the pomegranate growers are in the process of harvesting, packaging and marketing their fall crop, including to GC buyers south of the Green Line. The fifth issue of AgriNews was published and distributed in both English and Turkish. In the potato market, EDGE continues to facilitate possible trade in this lucrative crop, including across the Green Line.

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### *Resource Efficiency Achievement Project*

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The Energy Professionals Association (EPA) has made a big impact on Cypriot media outlets, which have cited the Association three times in one month in articles about efficient use of energy. The president of EPA will be a guest speaker on a new TV show about the environment this month. The Association has also recently purchased a new web address, [www.epacyprus.com](http://www.epacyprus.com), which will be up and running in the near future. REAP helped the Association prepare communications materials including a general brochure, an ESCO brochure, a folder and an energy efficiency article to be printed in a widely-circulated technology magazine. REAP also provided support to the electricity utility in developing three new communications brochures.

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### *Action for Cooperation and Trust*

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In an event to commemorate International Peace Day and spark an open debate about the state of reconciliation efforts in Cyprus, ACT unveiled its plans for the next three years of its peace building program. Reactions from the media and the public were overwhelmingly positive. ACT's Hamam restoration is moving forward, with the business plan and environmental review now complete. Part of ACT's History Teaching Training Project, the Cypriot history book launch will be held in early October. The Ministry of Education and Technical University's launch of the book "Echoes from the Past" will also be launched in October. More than 140 people attended the Youth Network formal launch event, where the 12 organizations of the network made presentations and held workshops.

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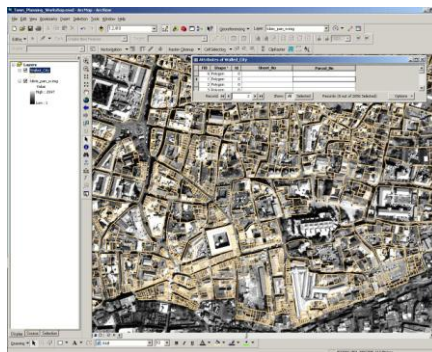
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### *Supporting Activities that Value the Environment*

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The results of the Yesilkoy/Ayios Andronikios aquifer modeling activity were presented at a session for local experts, an ideal platform for devising next steps in this critical area of water management. The activity also resulted in the development of a factsheet and early warning system that will be used to improve both awareness and management locally. Work on the roof at the Church of Panayia Pergamiotissa in Tatlisu/Akanthu was completed in early September. Work on the walkways at the mosaics of Soli is underway and should be completed by December. Task 3 continues to work with local partners on the GIS/land use planning activity, holding several meetings in August and September.



*New GIS software shows the streets of greater Nicosia.*

*SAVE GIS experts discussed a new software—which enables users to better manage information, to send and receive information from the field in real-time and to perform better planning and analysis—at their 8<sup>th</sup> in a series of interactive GIS users meetings.*



## News from Nicosia

### September 3

President Demetris Christofias and Mehmet Ali Talat met to announce the launch of fully fledged negotiations aimed at reaching a comprehensive settlement of the Cyprus problem.

### September 9

Ambassador Frank Urbancic presented his credentials to Cypriot President Demetris Christofias

## OUR PROJECTS

- The **Action for Cooperation and Trust (ACT)** program mainstreams the concepts of conflict resolution in over 120 projects that encourage Greek Cypriots and Turkish Cypriots to work on issues of common concern and solve problems together. Projects are currently underway in the areas of youth, education and tolerance, civil society strengthening, sustainable development and cultural heritage preservation. ACT is funded through a cooperative agreement between USAID and the UN Development Program (UNDP).
- The **Cyprus Partnership for Economic Growth (CyPEG)** includes activities that support economic growth in the Turkish Cypriot community to decrease the disparities between the communities and promote reconciliation. CyPEG is implemented by U.S. contractors under different USAID contract mechanisms.
  - The objective of the **Economic Development and Growth for Enterprises (EDGE)** project is to strengthen the domestic and international competitiveness of Turkish-Cypriot small and medium enterprises (SMEs) and help restructure the financial sector so that SMEs can thrive.
  - The **Resource Efficiency Achievement Program (REAP)** promotes more efficient use of water and energy by conducting audits and upgrades of representative business establishments and households. REAP also provides technical assistance to Turkish Cypriot energy experts.
  - The **Supporting Activities that Value the Environment (SAVE)** project focuses on improving (1) the competitiveness, financial status, and quality of basic services and infrastructure to more easily meet international and EU standards and (2) Turkish Cypriot capacity to manage natural and cultural resources for economic growth.